

## Publication Schedule 2012

February 1

April 4

June 6

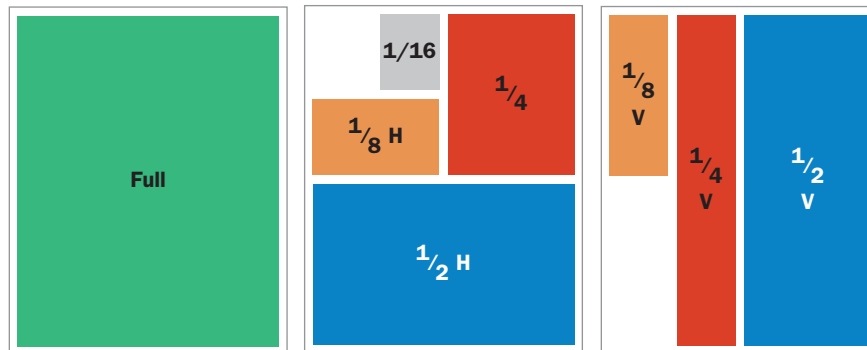
August 1

October 3

December 5

### Advertising Rates Are Per Ad

Choose Frequency:	12x	6x	3x	1x	
<b>Premium Placements (full page, color only)</b>					
Back Cover	\$1,491	\$1,747	\$1,964	\$2,130	
Page Two, Page Three, Inside Back	\$1,298	\$1,521	\$1,689	\$1,855	
<b>Black &amp; White – (Full Color add \$80 to black &amp; white pricing)</b>					
<b>Full</b>	7.32" x 9.47"	\$823	\$964	\$1,081	\$1,175
<b>1/2 H</b>	7.32" x 4.65"	\$462	\$541	\$607	\$660
<b>1/2 V</b>	3.6" x 9.47"	\$462	\$541	\$607	\$660
<b>1/4 H</b>	3.6" x 4.65"	\$263	\$308	\$345	\$375
<b>1/4 V</b>	1.75" x 9.47"	\$263	\$308	\$345	\$375
<b>1/8 H</b>	3.6" x 2.25"	\$139	\$162	\$182	\$198
<b>1/8 V</b>	1.75" x 4.65"	\$139	\$162	\$182	\$198
<b>1/16</b>	1.75" x 2.25"		\$83		
(1/16 must run 6x @\$83 each time with no ad copy changes)					
<b>Directory Listings</b> Ask Sales Representative					



Inserts \$55 per 1,000. Ask for specific details.  
Please note the rates are the same for all of our publications except glossy covers.  
Ask your account executive for rates.

**Specifications:** Web offset, 85 linescreen on newsprint, with saddle stitching.  
Trim: 8.125" x 10.375" Live: 7.325" x 9.57" Bleed: 8.625" x 10.873"